

Advertise Our Attitudes

Objectives

Students will be able to:

- ➔ plan and implement a litter prevention campaign, and
- ➔ create a program to reward desirable behavior.

Method

Students will devise and implement a marketing plan to promote litter prevention in the neighborhood. Students will reward citizens for their litter prevention efforts.

Materials

- poster board
- crayons and/or markers
- writing materials

Time

45 minutes – 1 hour

Vocabulary

- litter
- litter prevention
- littering

Procedure

1. Ask students to define litter and give examples of litter they have seen in the neighborhood surrounding the school. Introduce the term litter prevention and ask students to explain what it means. Although communities must periodically pick up litter, the real solution to the litter problem is to prevent littering in the first place. Tell the class that they will be developing and implementing a litter prevention campaign in the school and surrounding neighborhood.
2. Before an effective litter prevention campaign can be developed, the litter problem must be assessed. As their first task, students must determine where litter is found, what is being littered, and who is doing the littering. They will have to thoroughly scout the area to come up



with the answers. They may have to do some educated guesswork in answering the question of who is littering, because littering does not always occur in front of onlookers (litterbugs can be sneaky!). Who is littering can sometimes be deduced by what is littered.

3. After assessing the problem, the next step is to devise a marketing plan. Introduce the concept of a marketing plan. In the business world, marketing plans are used to market or promote a product. In the case of a litter prevention campaign, a “social” marketing plan is used to “sell” a message or idea (for example, Don’t litter!). Many non-business organizations market their ideas everyday. Ask students to name some of these organizations and their messages. Ask students to describe what makes social marketing special and/or different from traditional marketing efforts.
4. There are three main components to a marketing plan:
 - the message;
 - the target audience; and
 - the promotion mix.

The whole class can work to develop a marketing plan, or the class could be broken up into

several small groups which would each develop a plan. Provide students with the following information about the marketing plan components:

The message must catch the audience's attention, otherwise it will be ignored and therefore be ineffective. Students should create a catchy slogan that will convey the litter prevention message and attract attention. Encourage the students to be creative.

The target audience is the people at whom the message is targeted or aimed. It must be identified in a successful promotional campaign. Each campaign usually identifies several very specific target audiences. For example, adults who litter cigarette butts and students who litter candy wrappers could be two target audiences. Defining target audiences as specifically as possible is important because it determines the content and style of the message. The message and the target audience go hand in hand.

The promotion mix defines the medium to be used to convey the message to the target audience. The choices are advertising, publicity, personal selling, and sales promotion. Any combination of these can be used.

Advertising is a paid message conveyed through a mass medium, such as TV, radio, newspaper, handbills (a printed notice passed out by hand), direct mail or outdoor signs. Students may not have the funds to actually pay for this type of advertising, but they can produce their own "home-grown" version of such things as handbills and outdoor signs. Consider adding Facebook, Twitter, or other social media sites as outlets.

Publicity is a message that is conveyed through a mass medium in the form of a news story. Publicity is free. Students could approach local newspaper and radio stations about their project and ask them to do a story.

Personal selling is conveying the message through face-to-face communication, which can be very effective. Students may want to prepare a short presentation (make it interesting) to give to the other classes.

Sales promotions are things such as contests, special giveaways, coupons, etc. Students could work with a local fast-food restaurant to give away free drink coupons to students who have kept their schoolyard litter-free during the special promotion period.

5. Provide ample time for students to consider all of the possibilities and arrive at a workable plan. Try to stress the "fun" factor throughout the planning stage. Help students set upon a timetable for implementing the plan(s). Developing and implementing a marketing plan is a long-term project, but it is a very valuable exercise in creativity as well as a wonderful civic project.
6. Rewarding appropriate behavior can be a very effective component of a litter prevention plan. Have students design a system to recognize individuals who have done their share to keep the community clean.

Assessment

- Have students define litter, and describe a litter prevention and reward plan and why it can be an important tool.

Technology Connections

- Students can create videos and other multimedia components for use on websites and the schools video system.
- Develop and conduct an online survey about individual littering behaviors. Create an "attitude" survey that helps to identify why people litter. What is the most common reason? Use www.surveymonkey.com to create a unique survey.
- Review websites related to litter prevention campaigns:
 - Ad Council public service campaigns (www.adcouncil.org)
 - Organize a youth-led cleanup (www.kab.org/youthtakeaction)
 - Texas anti-litter campaign and research (www.dontmesswithtexas.org/)
 - Tennessee anti-litter campaign (www.stoplitter.org/media.html)
 - Louisiana anti-litter campaign (www.keeplouisianabeautiful.org/html/media.php)
 - Georgia anti-litter campaign (www.litteritcostsyoudo.org/campaign.aspx)

Enrichment

- Work with a local TV or radio station to develop a short public service announcement (PSA) on litter prevention. Most stations have a public service director who will work with nonprofit groups.
- Run a litter prevention slogan and poster contest in school or in the local newspaper. Display entries in businesses and public offices throughout the community.